

**Pierce County**  
**Quit Line Data Summary**  
 July 1 - September 30, 2002

	<b>County</b>	<b>State</b>
<b>Number of Calls to Quit Line</b>	<b>N = 554</b>	<b>N = 3,906</b>
<b>Percent of Statewide Calls</b>	17.1%	100.0%
<b>Percent of State Population in County<sup>1</sup></b>	11.9%	100.0%
	<b>County %</b>	<b>State %</b>
<b>Gender</b>	<b>N = 547</b>	<b>N = 3,543</b>
Female	59.0%	61.4%
Male	41.0%	38.6%
<b>Race/Ethnicity</b>	<b>N = 503</b>	<b>N = 2,967</b>
People of Color	21.5%	15.6%
White	78.5%	84.4%
<b>Age</b>	<b>N = 528</b>	<b>N = 3,091</b>
Less than 18 years old	2.5%	2.0%
18 - 24 years old	11.0%	14.9%
25 - 34 years old	23.9%	22.9%
35 - 44 years old	27.7%	25.8%
45 years and older	35.0%	34.3%
<b>Education</b>	<b>N = 515</b>	<b>N = 3,038</b>
Did not graduate high school	20.2%	16.6%
High school graduate	33.4%	31.8%
Some college/vocational school	37.5%	38.6%
College graduate	8.9%	13.0%
<b>Caller Type</b>	<b>N = 520</b>	<b>N = 3,409</b>
General Information	5.4%	13.2%
Health care provider	2.9%	2.9%
Tobacco user	91.7%	83.9%
<b>Payer Type</b>	<b>N = 391</b>	<b>N = 2,235</b>
Insured	39.6%	43.4%
Uninsured	26.9%	23.8%
Medicaid	33.5%	32.7%
<b>Heard About</b>	<b>N = 449</b>	<b>N = 2,881</b>
Past caller	20.9%	17.4%
Employer/worksites	1.6%	0.7%
Health care provider	21.2%	19.6%
Television	14.5%	23.9%
Outdoor advertisement (billboard/bus/wall)	6.9%	7.0%
Targeted mailing	1.6%	0.6%
Great Start	0.4%	0.3%
Radio	1.8%	1.9%
Newspaper/Magazine	0.7%	1.1%
Brochure/Newsletter	6.7%	4.9%
Family or friend	20.0%	18.8%
Health Department	3.6%	3.0%
School	0.2%	0.6%